



**Mountain View
Whisman
School District**






Mountain View Whisman School District Voter Attitudes Toward a Parcel Tax Measure

*Key Findings of a Districtwide Survey Conducted
December 18-January 16, 2024*



**OPINION
RESEARCH
& STRATEGY**

Survey Methodology

| | |
|---------------------------------|--|
| Dates | December 18, 2023-January 16, 2024 |
| Survey Type | Dual-mode Voter Survey |
| Research Population | Likely November 2024 Voters in the Mountain View Whisman School District |
| Total Interviews | 544 |
| Margin of Sampling Error | ±4.2% at the 95% Confidence Level |
| Contact Methods |  Telephone Calls  Email Invitations  Text Invitations |
| Data Collection Modes |  Telephone Interviews  Online Interviews |

(Note: Not All Results Will Sum to 100% Due to Rounding)

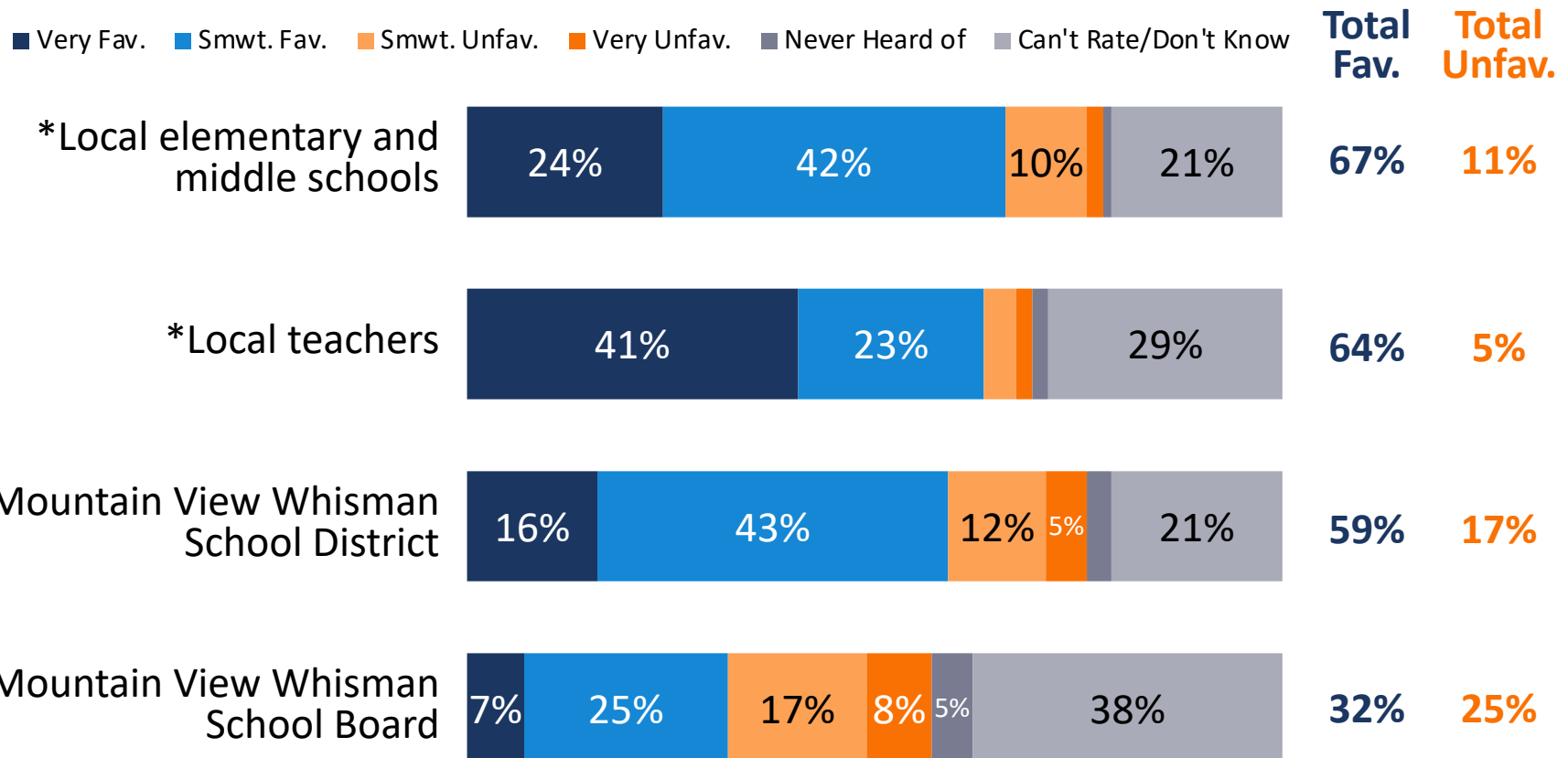


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Issue Context

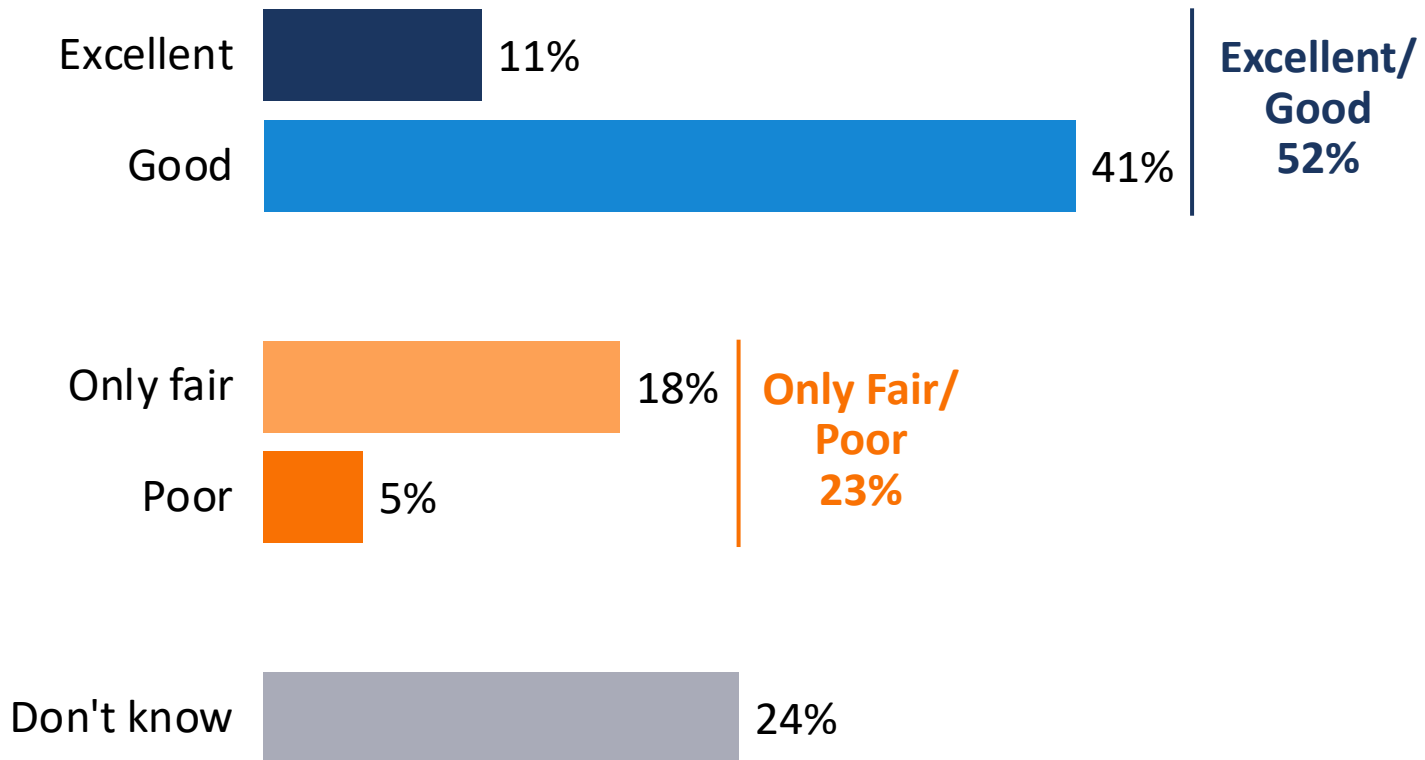
Majorities view local schools, teachers, and the School District favorably.

I am going to read you a list of names of some local institutions that are often in the public eye. Please tell me if your overall impression of that institution is favorable or unfavorable. If you don't recognize any of them, just say so.



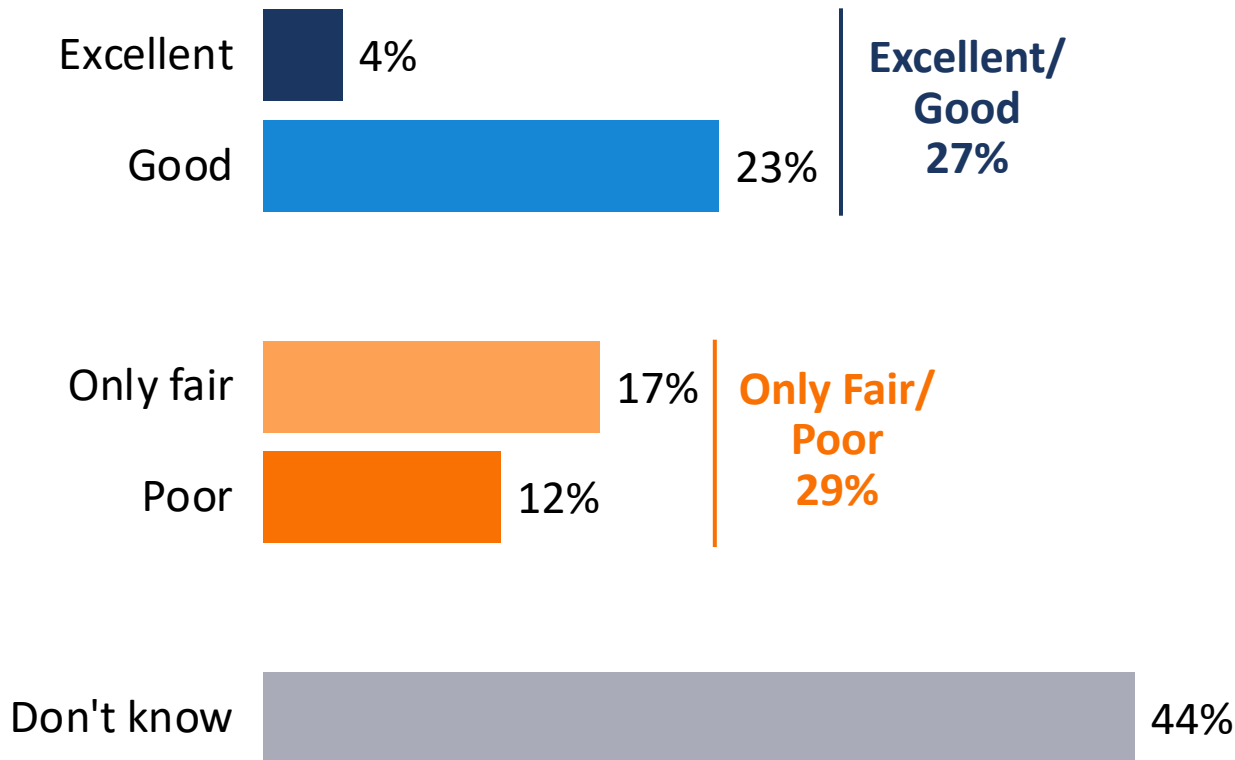
A majority says the School District is doing a good job.

Would you say that the Mountain View Whisman School District is doing an excellent job, a good job, only fair or a poor job?



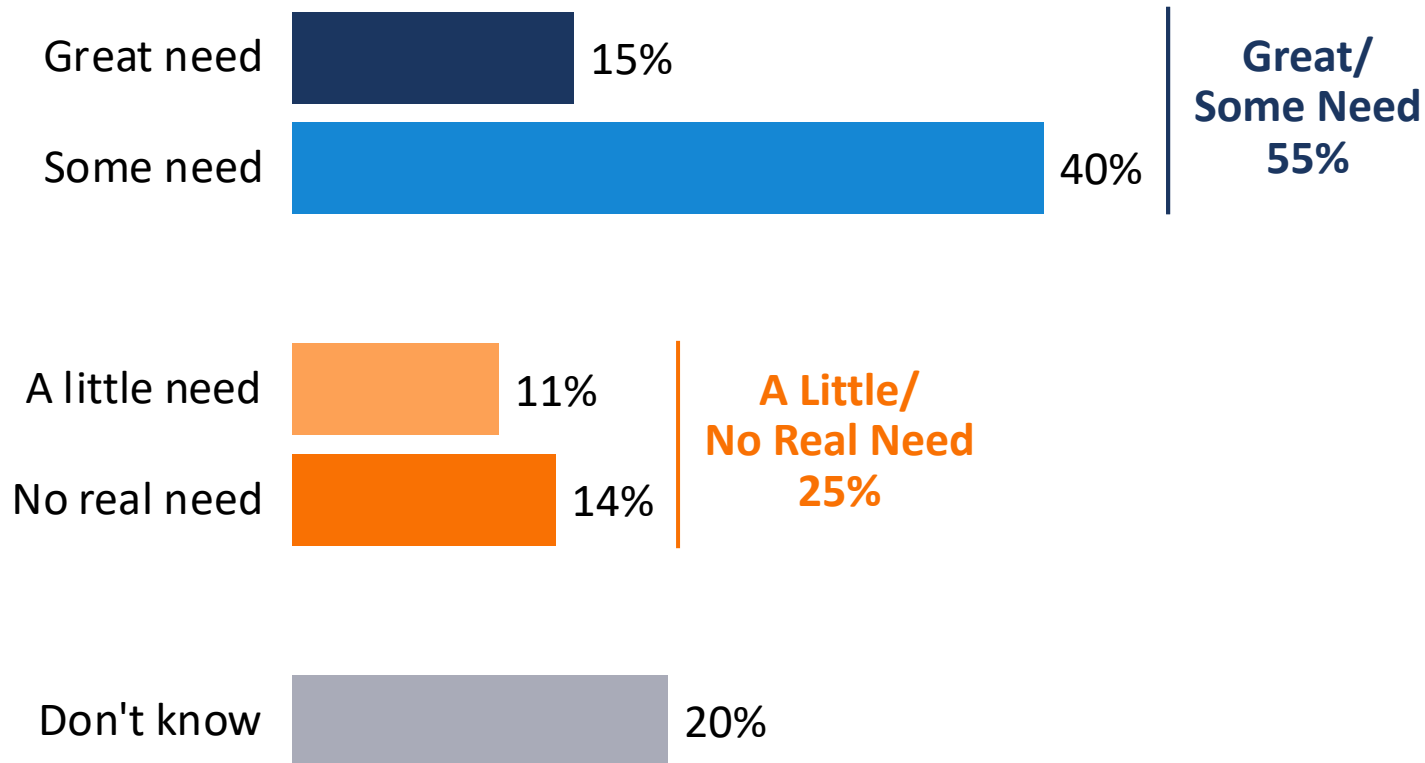
Voters are split on their perception of the District's financial management, with many unable to offer an opinion.

And how would you rate the job that the Mountain View Whisman School District is doing at managing its finances—is it doing an excellent job, a good job, an only fair job, or a poor job?



A majority sees a need for funding for local schools, but few view that need as “great.”

Generally speaking, would you say that schools in the Mountain View Whisman School District have a great need for more money, some need, a little need, or no real need for more money?





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Introducing the Ballot Measures

Ballot Measure Language Tested

67% Threshold for Passage

11 Cents Per Square Foot (Half Sample)

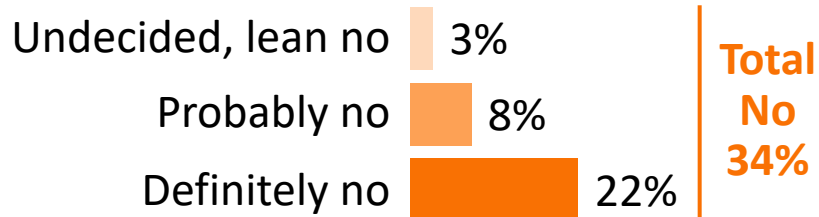
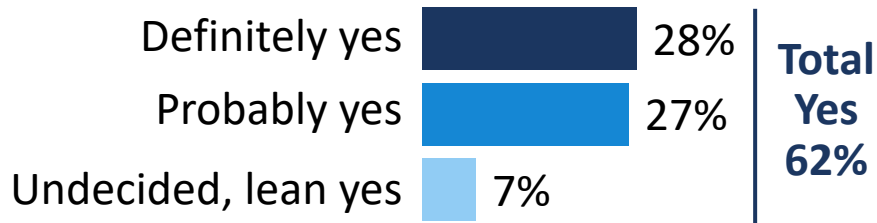
To continue local school funding, support struggling students, attract and retain qualified teachers; protect small class sizes; enhance science, technology, math and engineering programs; maintain music and art education; and support core academics, shall a Mountain View Whisman School District measure renewing parcel tax authority at **\$0.11**/building area square foot **capped at \$7,500**/parcel and \$25/unimproved parcel, be adopted, raising approximately **\$5,500,000** annually for 8 years with senior exemptions, annual inflation adjustments, independent oversight, and funds staying local?

15 Cents Per Square Foot (Half Sample)

To continue local school funding, support struggling students, attract and retain qualified teachers; protect small class sizes; enhance science, technology, math and engineering programs; maintain music and art education; and support core academics, shall a Mountain View Whisman School District measure renewing parcel tax authority at **\$0.15**/building area square foot **capped at \$1,750**/parcel and \$25/unimproved parcel, be adopted, raising approximately **\$5,400,000** annually for 8 years with senior exemptions, annual inflation adjustments, independent oversight, and funds staying local?

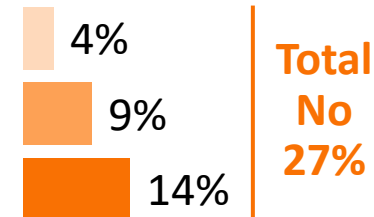
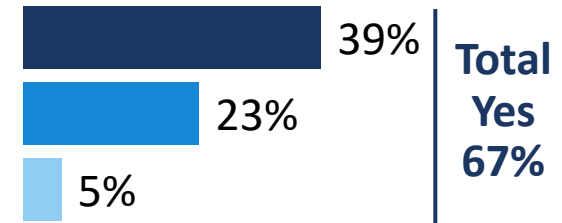
Support for the 15-cent per square foot version is right at the 2/3rds level, while the 11-cent version falls just below the threshold.

11 Cents Per Square Foot



Undecided 4%

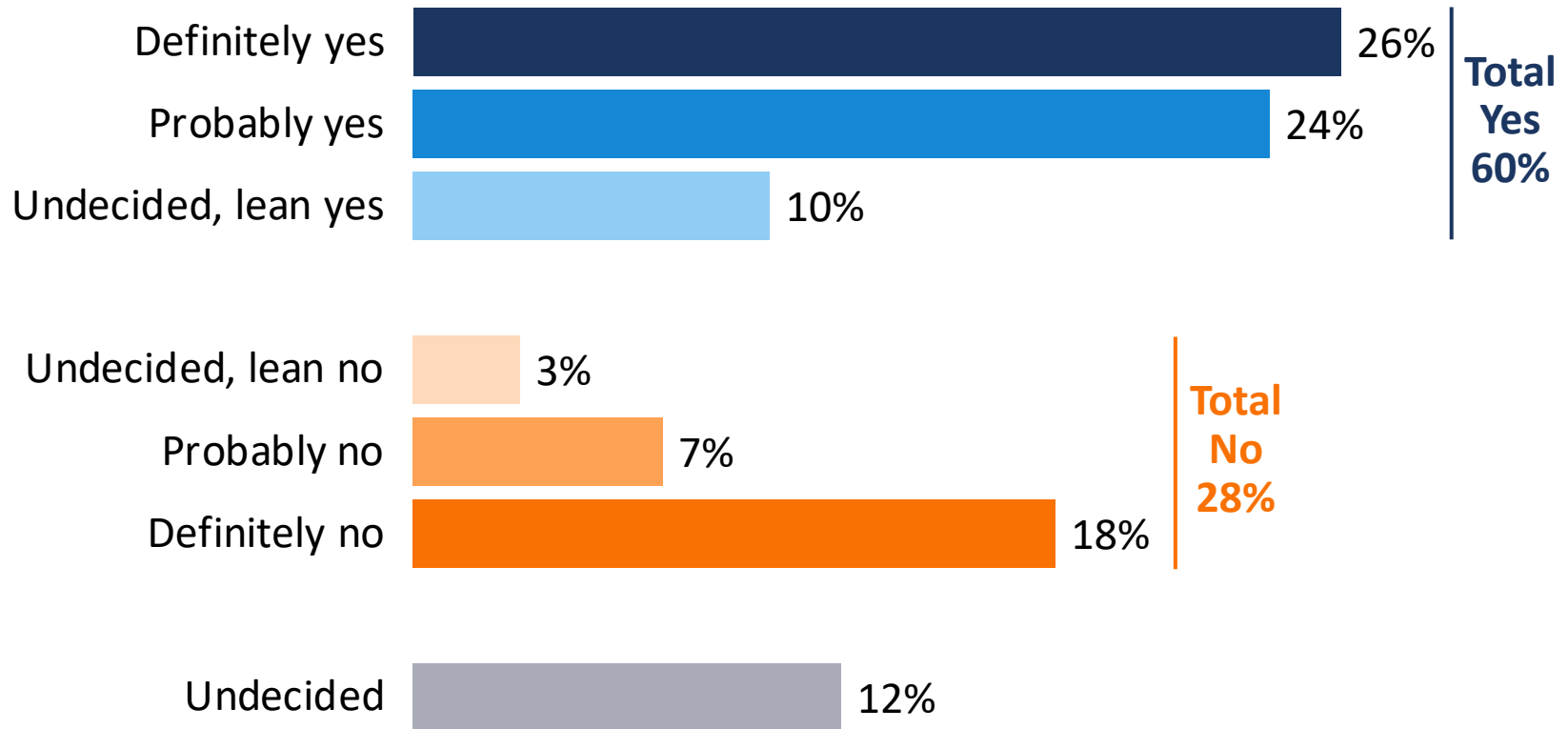
15 Cents Per Square Foot



Undecided 6%

Three in five support the alternative of a flat parcel tax renewal.

Next, suppose this measure were a renewal of the parcel tax at the \$315 level generating approximately \$5.4 million per year for the Mountain View Whisman School District. In that case, would you vote yes in favor of it or no to oppose this measure?





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Elements of the Measure

Maintaining high quality education, retaining teachers, and offering competitive compensation are top priorities.

I am now going to read you a list of individual projects and provisions that may be part of the measure. Please tell me how important it is to you that each be included in the measure: extremely important, very important, somewhat important, or not too important?

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Programs focused on 21st century skills and ensuring funds stay local are also highly important.

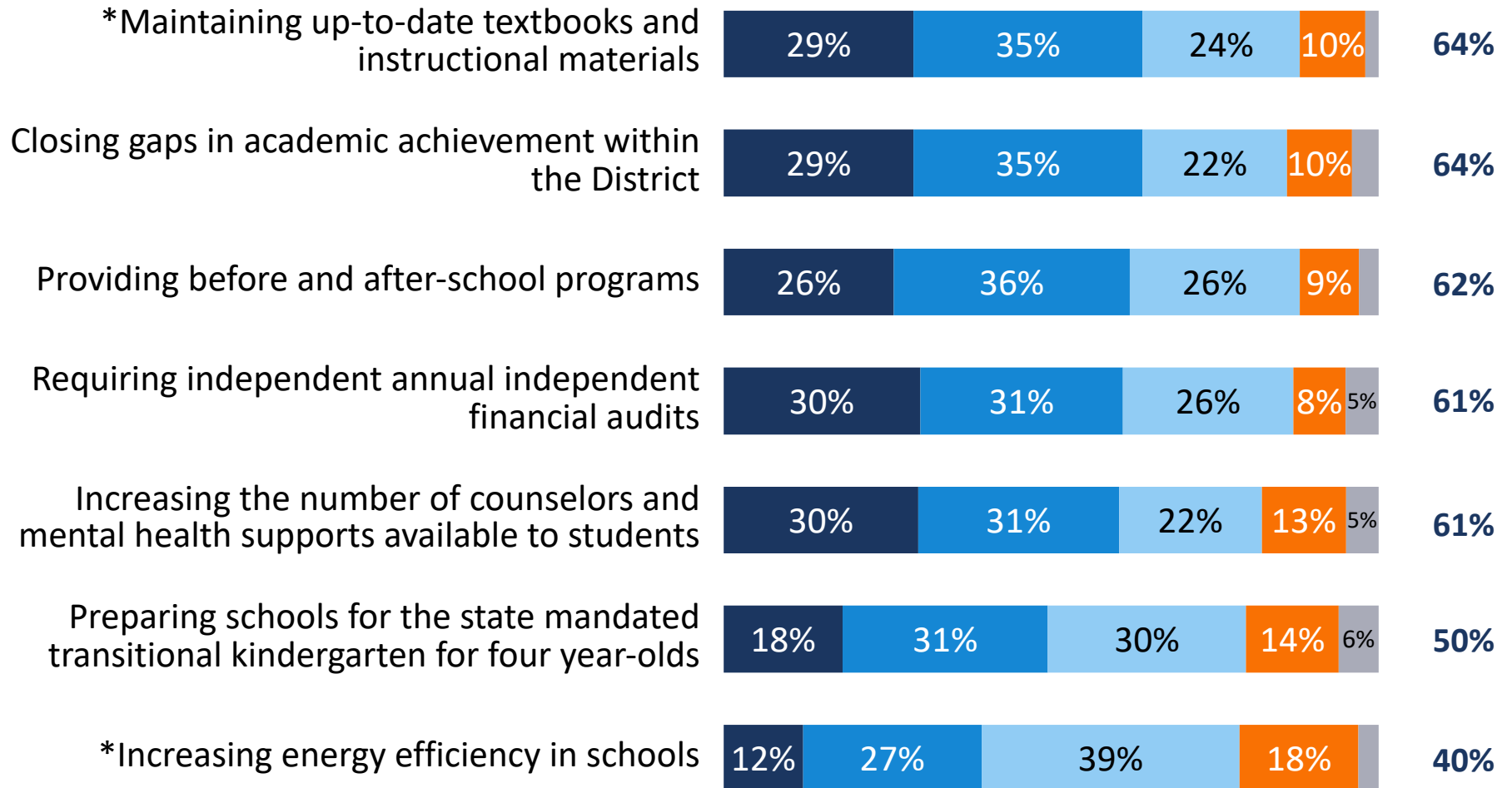
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Preparing for TK expansion and energy efficiency rank lower as priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



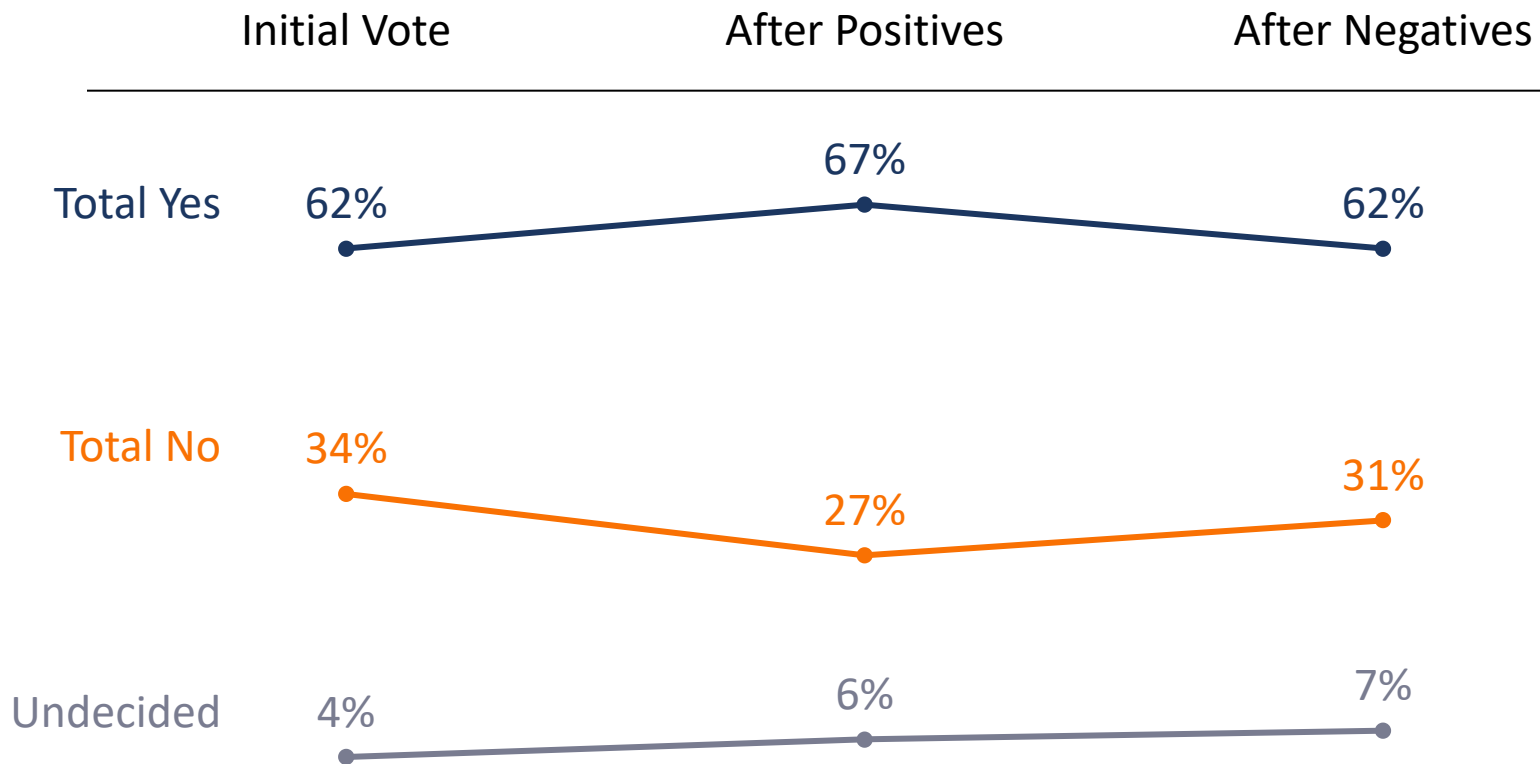


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Messaging

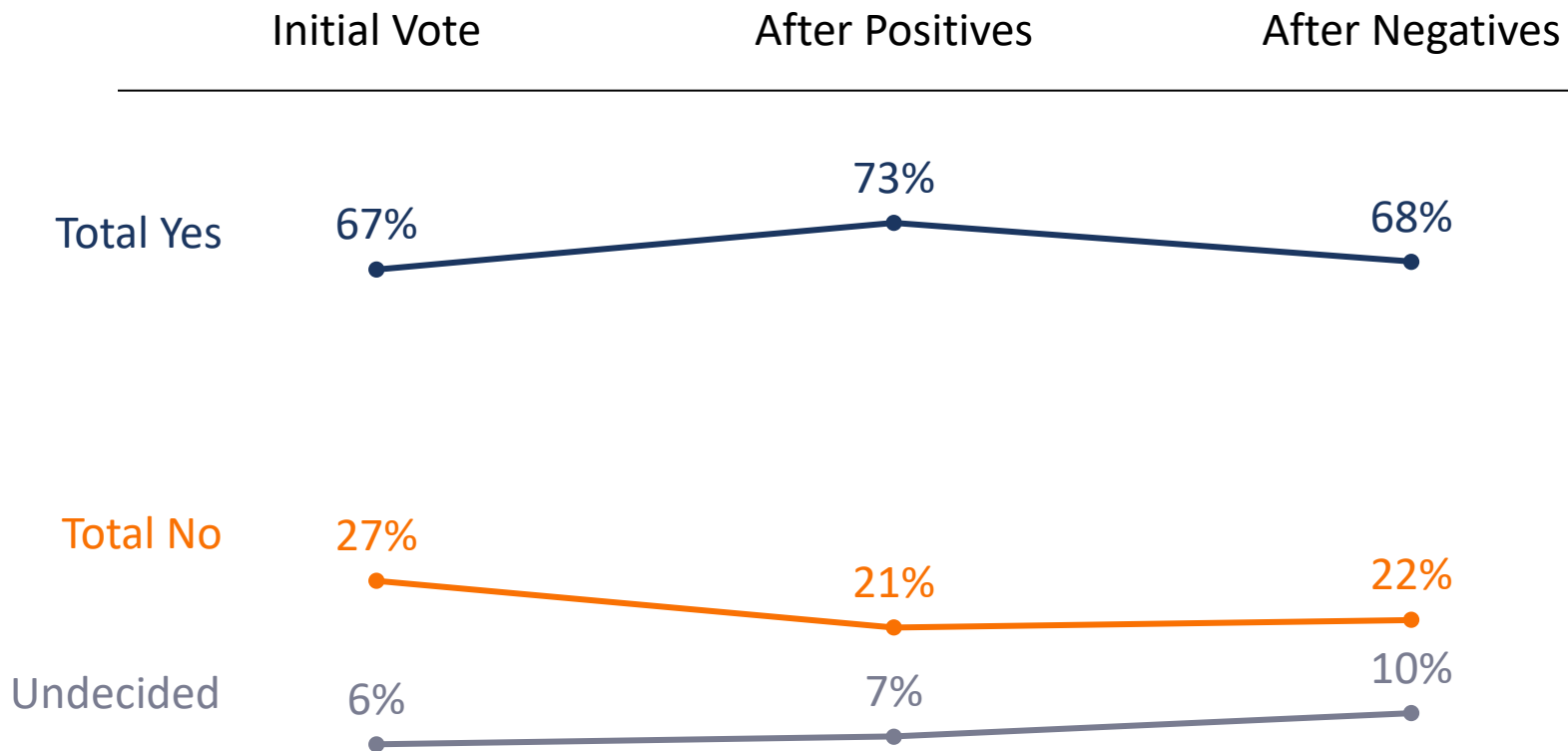
Support for the 11-cent version reaches two-thirds after positive messaging...

11 Cents Per Square Foot



...while support for the 15-cent version rises over 70%.

15 Cents Per Square Foot



Messages in Favor of the Measure

Ranked by Very Convincing

51%

(HIGH COSTS) High quality teachers are an essential part of a good education; but as the cost of living in our area skyrockets, it's become harder for teachers to make ends meet. This measure will ensure we retain our excellent teachers by providing them with competitive salaries.

48%

(FAIRNESS) This measure will ensure that large corporations like Google and Microsoft pay more than single-family homeowners, ensuring that large property owners pay their fair share to support our local schools.

44%

(PROPERTY VALUES) Whether or not you have school-age children, supporting quality education is a wise investment that protects the quality of life in our community and strong property values.

37%

(ACHIEVEMENTS) Mountain View Whisman School District has delivered on its past promises and its list of accomplishments is extensive. The District has provided teacher housing, provided Internet for all its students along with Chromebooks, after-school programs to keep kids safe — and even provides one of the biggest summer meal programs in the region so that no student goes hungry. This measure will help the District continue to achieve great things and care for its students.

35%

(PRE-K/TK) New state mandates have required that the District provide transitional Kindergarten to all four-year-olds by 2025. This requires our schools to add a grade level without providing them with additional funding for classrooms. This measure will ensure Mountain View Whisman School District is prepared for the increase in enrollment and has clean, safe classrooms for all four-year-olds in the community.

Messages in Favor of the Measure *(Continued)*

Ranked by Very Convincing

34%

(ELL/AT-RISK) Mountain View Whisman students who are English Language Learners, foster youth, or experiencing homelessness face significant barriers when it comes to academics. This measure invests in educational and social supports to ensure these students can succeed and have a bright future.

34%

(BUDGET CUTS) If this measure does not pass, Mountain View Whisman schools will be forced to layoff teachers, increase class sizes and make major cuts in essential programs that prepare students for the future.

33%

(STUDENT ACHIEVEMENT) This measure will help maintain science, math, technology, and arts programming to improve student learning and achievement. These investments will help our students develop the vital skills needed to be successful when they go to high school and prepare for college and their career.

33%

(MENTAL HEALTH) Mental health is a growing epidemic among young people in America, even among kids as young as 10 years old. This measure will increase the number of counselors and mental health supports available in local schools to help kids stay healthy.

32%

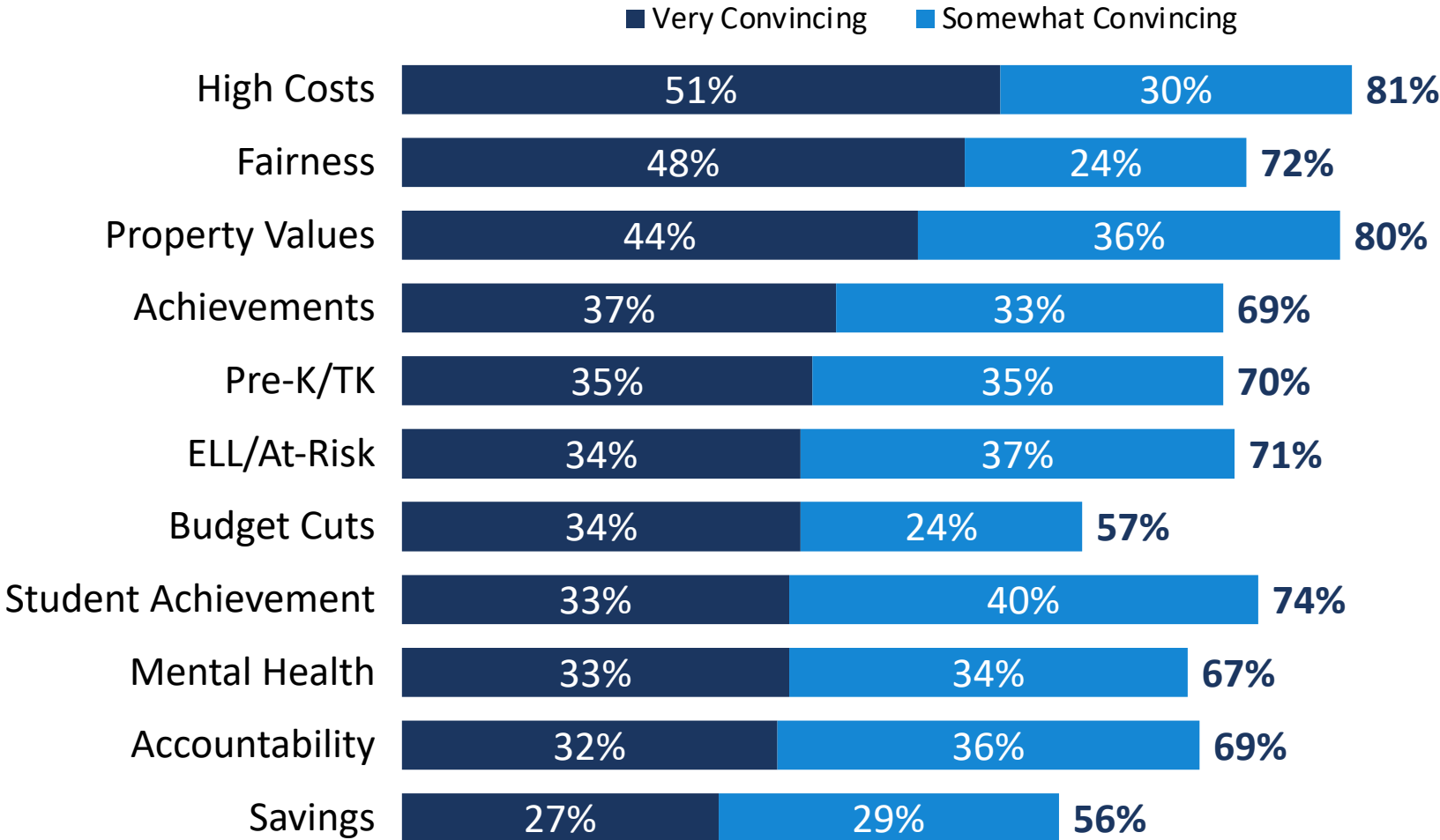
(ACCOUNTABILITY) This measure includes strict accountability requirements. The funds will be reviewed every year by an independent Citizens' Oversight Committee, subject to independent annual financial and performance audits and all funds will be spent locally

27%

(SAVINGS) This measure will update existing property tax rates to make them fairer. In fact, by voting "yes" many homeowners will see a decrease in their taxes and save money, while owners of very large properties will pay a little bit more.

FM3 Q10. Now I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure.

Messages on the high cost of living, fairness of the approach, and property value benefits all resonate very strongly.



Q10. Now I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure.



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Conclusions

Conclusions

- The proposed square footage parcel tax at the 15-cent rate with the \$1,750 cap appears viable at this time; the 11-cent rate with a \$7,500 cap reaches two-thirds support, but only after positive messaging.
- Views of the District and its management are very positive, though few see an acute need for additional funding.
- Voters place the greatest priority on providing a high-quality education, retaining and attracting teachers, and compensating teachers appropriately.
- Messages emphasizing how difficult it is for teachers to make ends meet; the approach's benefits in ensuring fairer tax treatment for big corporations; and the benefits to property values are especially compelling.
- Ultimately, the findings suggest that the measure has a path to success on the ballot but will require a strong program of public education.

For more information,
contact:



OPINION
RESEARCH
& STRATEGY

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TCX Key Milestones

We are Here



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Tax Rate
- ✓ Political Landscape

- ✓ Non-Advocacy Communication
- ✓ Existing comms
- ✓ Informational mailers / digital ads
- ✓ Internal and external audiences
- ✓ Seek feedback
- ✓ Refine proposal
- ✓ Community readiness?

- ✓ Ballot Question
- ✓ Tax Rate
- ✓ Tax Structure
- ✓ Ballot Argument & Signers
- ✓ Official Board Vote (>88 days before Election)

- ✓ Volunteer leaders
- ✓ Fundraising
- ✓ Website/Social
- ✓ Endorsements
- ✓ Lawn Signs
- ✓ Mailers
- ✓ Digital Ads
- ✓ Get Out the Vote



Nov 2024 election: Aug. 9 Deadline

TCX High-Level Timeline

- ✓ **Feb – Messaging Development & Outreach Planning**
 - ✓ Create social media & web presence
 - ✓ Develop FAQs, presentation, fact sheet, etc.
 - ✓ Identify key stakeholders & schedule feedback sessions
- ✓ **Mar-May – Public Education & Community Engagement**
 - ✓ Direct mail to all registered voters
 - ✓ Digital & social media advertising
 - ✓ One-on-one stakeholder meetings and listening sessions
- ✓ **Jun-Aug – Ballot Measure Development & Finalized Plan**
 - ✓ Consider tracking survey to refine proposal
 - ✓ 75-word ballot question, tax rate/structure and final details finalized
 - ✓ Board adoption of measure before Aug. 9 deadline
- ✓ **Sep-Nov – Independent Advocacy Campaign**
 - ✓ Must be independently coordinated and privately funded – no district resources can be used